

because the greater the difference the more uneven the distribution of the income. Applying this method to Jackson County shows that distribution of income is fairly uneven, with almost a thousand dollars difference between mean and median incomes.

Per capita income is defined as the total income of all families and individuals divided by the total population. Table 18 gives the per capita income for the county for a five year period, 1966 through 1970. Though the county has experienced an increase in per capita incomes over the five year period, it continued to have the lowest per capita income of its surrounding neighbors. Per capita income for the State was about forty-one (41%) percent above that of Jackson County.

BUSINESS

In addition to employment and income, information concerning business activity in an area can give an indication as to how the economy is progressing. Tables 19, 20 and 21 give business related activity for Jackson County. Table 19 compares gross retail sales for fiscal years 1970 - 1971 and 1971 - 1972 of Jackson and surrounding counties. As can be observed from the table, Jackson County had a larger increase in percentage of gross retail sales than its neighbors or the State of North Carolina as a whole.

Tables 20 and 21 give Retail and Wholesale Trade for the county for 1963 and 1967¹. Retail trade experienced a drop in 1967 from that of 1963 as far as number of establishments and number of employees. However, sales went up and as Table 19 points out, sales are continuing to increase in Jackson County. Wholesale trade has shown no signs of decreasing during this period of time. Not only did sales go up, but there was almost a sixty-two

¹Latest Business Census Available at Time of Study.